

# TOURISM BUSINESS LANDING PAGE DESIGN

## ESSENTIAL ELEMENTS



**1**

**MAIN HEADLINE**  
Entice them with a compelling headline that evokes emotion or action.

**SUPPORTING HEADLINE**  
Clear summary of what is on offer, so they know if it is for them or not.

**SUPPORTING TEXT**  
Incentivise them with a package.

**HERO IMAGE(S)/VIDEO**  
Calling out the target audience with an image that speaks to them.



**2**

**SUPPORTING IMAGE**  
Relevant to the offer and/or the target audience(s).

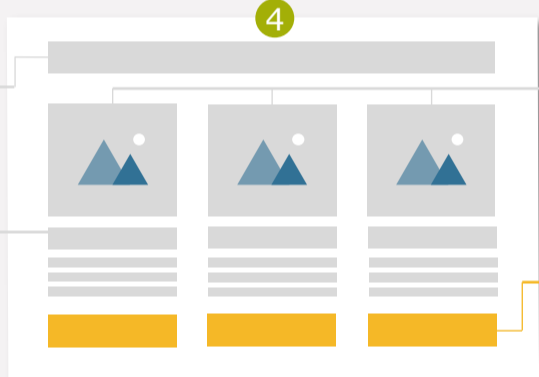
**IDENTIFY THE PROBLEM**  
Refer to the emotional and practical needs of your audience.

**SOLUTION/BENEFITS**  
Tell them how you will meet those needs and address any blockers to booking as well as the benefits.



**3**

**GIVE THE DETAILS**  
Spell out exactly what you provide and the many features of the offer.



**4**

**OFFER HEADLINE**

**OFFER & PRICE**  
Summarise the offer and price. This can be done in one line or with a title and short description.

**3 IS A GOOD NUMBER FOR OFFERS**  
But if you just have one offer, that's fine.

**CALL TO ACTION**  
Complete the following 'I want to'



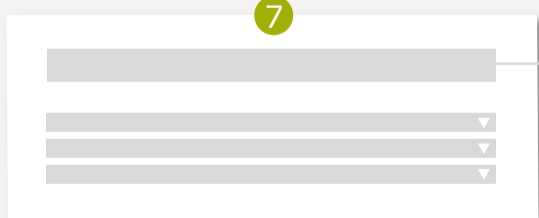
**5**

**SOCIAL PROOF**  
Reviews, Ratings



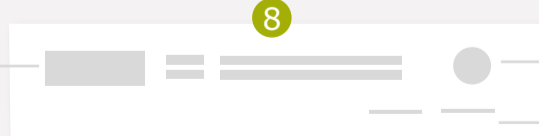
**6**

**PROMOTE THE DESTINATION**  
Visitors want a full experience. Give them details on other experiences they can enjoy in your area.



**7**

**ANSWER SALES OBJECTIONS**



**8**

**CONTACT DETAILS**  
Provide multiple ways they can contact you

**EXPERIENCE BRAND LOGO**

**PRIVACY & T&CS**  
Link to your Privacy Policy and Terms & Conditions (pop-up)

### NO DISTRACTIONS ON YOUR LANDING PAGE

Once you get someone to visit your dedicated offers landing page your aim is to keep them there and convince them to book. Therefore, you need to remove anything from the page that may distract them. This means no menus and no links off to other websites (unless it is your booking site) and no links to other pages on your own website. Once they leave this page, your chances of getting the sale drastically reduces.

# ACTIVITY CENTRE SAMPLE LANDING PAGE

FOR EPIC ADVENTURES

MAIN HEADLINE

## LOOKING TO MAKE A BREAK FOR IT THIS WEEKEND?

Escape the city, get your adrenaline pumping and have fun in a safe place with family or friends with our day or weekend passes at Epic Adventure

\*Free lunch with every pass purchased before end of June

SUPPORTING TEXT

1

EPIC ADVENTURE  
TRIP



SUPPORTING HEADLINE

HERO IMAGES

SUPPORTING IMAGE



### SPENT TOO LONG IN THE HOUSE? ITCHING TO GET OUT AND DO SOME ACTIVITY?

Epic Adventure is fully open! We know that being in lock down can cause cabin fever so let it all out and come enjoy some fun adventure activities in the heart of Ireland.

Whether you are with friends or family, we have activities to suit all ages and fitness levels. Once you arrive you can leave your worries behind, we are compliant with all COVID-19 safety measures. Safe, exciting and fun...what more could you ask for!

In the heart of Ireland with only a couple of hours drive at most from anywhere in Ireland. Perfect for a day out or come down for a weekend and stay at one of the many hotels, guesthouses or self-catering lodges nearby.

IDENTIFY THE PROBLEM

SOLUTION/BENEFITS

2

3

GIVE THE DETAILS

## ACTIVITIES AVAILABLE



### Kayaking & SUP

Take to the water for a refreshing paddle along the stunning waterways



### Cycling & Mountain Biking

Choose from our wide range of bikes and discover our trails to suit all levels



### Archery

Not as adventurous as other sports but lots of fun!



### Obstacle Course

A course as challenging as what you'd see in the Army!



### Hiking the Trails

Hike one of our trails ranging 2 to 6hrs. Trails to suit all levels of fitness

OFFER HEADLINE

## OFFERS YOU CAN'T RESIST...



### ALL ACCESS FAMILY PASS €149

1 day family pass with access to all activities for the family - lunch included (2 adults 2 kids €39 for each extra kid)

BOOK NOW



### ACTIVE COUPLES €99

1 day pass with access to all activities for 2 adults, the perfect getaway - lunch included

BOOK NOW



### MATES RATES 2-DAY PASS €249

2-day pass with access to all activities for up to 6 of your besties - lunches included (discounted accommodation avail)

BOOK NOW

OFFER & PRICE

CALL TO ACTION

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SOCIAL PROOF

## TESTIMONIALS



### Deirdre Blaney - Dublin

Teenage boys are hard to please, but my two absolutely loved it after being locked up for so long. Friendly stay, great activities and our accommodation was close by. We'll be back. Thanks to Sinead for welcoming us each day.



### James Kinnity - Galway

We had great craic at the Adventure centre for the weekend. We were overdue a meet up with friends and wanted a lively spot to stay with plenty to do. That's exactly what we got...it was the perfect spot!



### Alyssa Okoye - Belfast

Love this place, so much fun. Thanks so much to Paula for looking after us so well. Me and my husband had the perfect getaway. Well overdue. Thanks to all the crew

PROMOTE THE DESTINATION

## WHAT'S IN THE AREA

### Restaurants & Cafes

There are some amazing restaurants close by to suit your budget. We particularly love the Hearty Frog and if you like a bit of Italian, Perlo's is superb.

### Attractions

There is a range of attractions to suit all tastes, including the historical Barter House & Gardens, the Vintage Car Museum and the Chocolate factory - where you can even make your own signature chocolate bar!

### Other Activities

If you still have some energy after your active day we recommend the abseiling centre and diving lessons at Pete's Aqua gym.

## WHERE TO STAY

### Burlington Lodge - 4-Star Hotel

This is the nearest to the centre, with fantastic evening entertainment, tasty food and close to the shops. Mention us and you'll get the centre's rate.

### Hillary Guesthouse

2 miles from the Centre, with a hearty breakfast on offer. Mention us and you'll get a discount.

### Other Accommodation Options

There are also loads of self-catering, camping and glamping options in the area. Perfect for a large family or group. Contact us for more details.

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## YOUR QUESTIONS ANSWERED

- What safety measures are you taking for Covid-19?
- If I pay in advance and I can't attend can I get my money back?
- Can kids do all the activities?

LOAD MORE QUESTIONS

ANSWER SALES OBJECTIONS

CONTACT DETAILS

## CONTACT US

Whatever your question drop us an email or give us a call

Email Address  
hello@epicadventure.com

Phone Number  
(123) 456 7890

We look forward to welcoming you to our little corner of paradise in the middle of

Ireland's Hidden HEARTLANDS

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EXPERIENCE BRAND

PRIVACY & T&CS

8

## TIPS ON DRIVING TRAFFIC TO YOUR LANDING PAGE

Once your dedicated offers landing page is built, next step is to run a targeted campaign to drive relevant traffic to the page. Here are some places we would advise you to promote a link to your landing page from.

- From your homepage
- From your business listing on DiscoverIreland.ie
- Online ads campaign
- Via social media - including pinned posts
- Email marketing campaign
- In your email signature
- Any other relevant online listings

FAILTE IRELAND  
BUSINESS SUPPORTS

Driving Domestic Sales



Failte Ireland  
National Tourism Development Authority